

Application SN 10/008,940
Amendment Dated: August 3, 2004
Reply to Office Action of: July 13, 2004

REMARKS

The Office Action has been reviewed. Initially, the rejections under 35 U.S.C. §112 are noted. Independent Claim 1 has been rewritten as new Claim 11 to more particularly point out and amplify the features of the Applicant's invention and is directed
5 to an information display having first and second panels on which information can be displayed. Claim 4 has been cancelled.

As mentioned above, the single, independent Claim 11 is specifically directed to an information display having two surfaces. The Applicant's invention, as claimed, relates to a display device having a panel on which one or more character display sets are
10 mounted on opposite surfaces. Each of the character display sets comprises a plurality of individual, alphanumeric-forming segments. The display sets are arranged in back-to-back relationship with one set on one surface of the panel and the other set on the rear surface of the panel. Elastic cords or bands are attached to the end of each of the alphanumeric-forming sections. The elastic cords extend through apertures in the board
15 and extend between the segments on the front surface and the rear surface. Thus, the individual segments on the opposite surfaces may be manually positioned by grasping the segments and pulling them away from the board and rotating them to selectively expose one side or the other to form a desired character.

Application SN 10/008,940
Amendment Dated: August 3, 2004
Reply to Office Action of: July 13, 2004

The Examiner has cited the patent to Roussel, U.S. Patent No. 5,526,599, and Oelschlaeger, U.S. Patent No. 3,740,878. The Examiner states that Oelschlaeger shows in Figures 1 to 5 the idea of attaching a second panel numeral 16 to a first panel 16 in order to allow information to be displayed on both the first panel and the second panel.

5 In view of the teachings of Oelschlaeger, the Examiner concludes it would have been obvious to one skilled in the art to modify Roussel by attaching a second panel to the first panel and placing character sets on the second panel which are similar to the character sets on the first panel.

10 The Applicant acknowledges that Roussel shows a display device having a single panel with plates releasibly held against the backboard by resilient strips. The plates may be selectively pulled and pivoted to form numerals, letters or symbols. Oelschlaeger shows a device for displaying information having numeral indicating sections, including a plurality of segments which are ranged in rows that are rotatably mounted so that each can be rotated from one side to the other. By selective rotation of the segments and
15 because of the color variation, an appropriate numeral can be formed. A backing member prevents the segments from rotating when the holding fixture is in a displayed position. With the Oelschlaeger device, the device is basically two separate display boards in back-to-back position. Other than the back-to-back arrangement, there is no direct interconnection between the two displays.

Application SN 10/008,940
Amendment Dated: August 3, 2004
Reply to Office Action of: July 13, 2004

On the other hand, with Applicant's dual sided display as claimed, the segments on the opposite sides of the panels are interconnected by elastomeric bands. Thus, with Applicant's device, substantial advantages and efficiency of construction and manufacture result. The applicant's device can utilize a single panel rather than having two separate display panels. Further, the character forming segments on the front and rear are interconnected to one another by a single elastic band eliminating the requirement for multiple components. Each of the displays, although interconnected, can be separately manipulated to form the desired letter or number. Thus, there is no suggestion within the references, singularly or in combination, of a display system which has separate sets of characters which sets utilize common constructional elements to achieve economy.

If the combination of Roussel and Oelschlaeger were made, as suggested by the Examiner, the combination would simply be two of the manually operable display devices of Roussel placed in back-to-back adjacent position. Each would necessarily have its own panel and its own separate resilient strips for each of the plates.

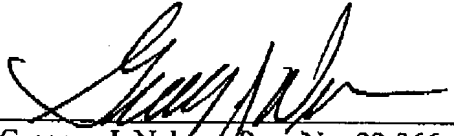
The claims remaining before the Examiner are all directly dependent upon new Claim 11 and urged as being allowable for the reasons set forth above. Applicant makes no claim, *per se*, to the use of certain materials and colors and the other features set forth in the independent claim apart from the novel features of the base Claim 11.

Application SN 10/008,940
Amendment Dated: August 3, 2004
Reply to Office Action of: July 13, 2004

A favorable action is respectfully solicited.

Respectfully submitted,

Dated: AUG. 3, 2004



Gregory J. Nelson, Reg. No. 22,066
NELSON & ROEDIGER
Attorneys for Applicant
3333 E. Camelback Road, Suite 212
Phoenix, AZ 85018
(602) 263-8782